2/3/84 C7715-3A

NOVEMBER
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '83	% 11MO	
	1983	1982	VS '82	1983	1982
A.M.C.	13960	13621	102.49	1.99	2.01
(Encore)	3818	-	-	.54	-
(Eagle)	2177	3274	66.49	.31	.48
CHRYSLER	20787	18912	126.68	2.98	2.42
(Laser)	2983	-	-	.43	-
(Le Baron)	6178	6689	92.36	.88	.99
(E/BY/BY 5 AVE)	11433	8168	139.97	1.62	1.20
DODGE	28138	26310	106.95	4.01	3.89
(Daytona)	2184	-	-	.31	-
(Colt/Vista)	3888	2067	188.00	.55	.31
(Conq/Challngr)	842	779	82.41	.09	.11
(Omni)	7735	6791	113.90	1.10	1.00
(Aries)	8290	10373	79.92	1.19	1.54
(Diplomat)	813	1835	33.41	.09	.27
(Dodge 400/600)	4833	3819	121.31	.66	.56
PLYMOUTH	20879	23740	87.95	2.98	3.50
(Colt/Vista)	3440	1929	178.33	.49	.28
(Conq/Sapporo)	801	936	84.21	.09	.14
(Horizon)	7036	7048	99.86	1.00	1.04
(Reliant)	9588	13030	73.43	1.37	1.92
(Gran Fury)	234	798	29.29	.03	.12
CHRYSLER CORP.	69804	66482	105.03	9.95	9.81
FORD	90940	74814	121.88	12.96	11.01
(Escort)	24289	30394	79.95	3.46	4.49
(Fairmont)	318	10478	3.02	.05	1.55
(Tempo)	20081	4	-	2.88	-
(Granada)	-	4581	-	-	.67
(LTD)	22989	15971	143.94	3.28	2.36
(Mustang)	10192	10463	97.41	1.45	1.54
(T'Bird)	13063	2742	476.40	1.86	.40
LINCOLN	6847	9911	69.08	.98	1.46
(Mark VI & VII)	1518	2600	58.38	.22	.38
MERCURY	32493	26549	122.39	4.63	3.92
(Zephyr)	87	3453	1.94	.01	.51
(Topaz)	5269	-	-	.75	-
(Cougar)	7829	2829	280.28	1.12	.42
(Capri)	2035	2909	69.96	.29	.43
(Lynx)	5441	7581	71.96	.78	1.11
LINC/MERC. DIV.	38340	38480	107.90	5.61	5.38
FORD MOTOR CO.	130280	111074	117.29	18.57	16.38
BUICK	64302	68377	94.04	9.17	10.09
(Skyhawk)	5028	5190	96.88	.72	.77
(Skylark)	8876	11795	58.30	.98	1.74
(Century)	13903	11151	124.68	1.98	1.65
(Regal)	18118	19923	80.89	2.30	2.93
(Riviera)	4820	4556	105.79	.69	.67
CADILLAC	24218	24240	99.91	3.45	3.58
(Cimarron)	1390	1282	108.42	.20	.19
(Eldorado)	6037	5520	109.37	.85	.82
(Seville)	3059	2452	124.76	.44	.36
CHEVROLET	105011	111113	94.51	14.97	16.39
(Chevette)	12058	20226	83.56	1.83	2.98
(Celebrity)	17292	11747	147.20	2.47	1.73
(Cavalier)	23209	11246	207.09	3.32	1.66
(Camaro)	14668	14349	102.21	2.09	2.12
(Citation)	4913	15861	30.98	.70	2.34
(Malibu)	1781	9177	19.52	.26	1.35
(Corvette)	2189	1677	130.53	.31	.25
(Monte Carlo)	9362	9063	103.30	1.33	1.34
OLDSMOBILE	78472	73929	106.15	11.19	10.91
(Omega)	2811	6186	42.21	.37	.91
(Firenza)	3142	3049	103.08	.45	.45
(Cutlass Ciera)	17592	13411	131.18	2.51	1.98
(Cutlass)	28010	24142	107.74	3.71	3.57
(Toronado)	3491	3391	102.95	.50	.50
PONTIAC	48036	41258	116.45	6.85	6.09
(1000)	2237	4134	54.11	.32	.61
(2000)	6551	4700	138.36	.93	.69
(6000)	8455	6806	124.23	1.22	1.00
(Phoenix)	1348	4058	33.17	.19	.60
(Bonneville)	8513	6300	103.36	.93	.93
(Firebird)	7398	8823	83.85	1.05	1.31
(Fiero)	5477	-	-	.78	-
GEN. MTRS. CORP	320019	318911	100.35	45.83	47.06
Misc. Domestic	36	135	23.70	-	.02
Other Imprt	187333	187738	99.84	23.88	25.71
U. S. TOTAL	701448	677838	101.91		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% IND		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	189758	92788	182.95	2.12	1.33	108706
(Encore)	9130	-	-	.11	-	-
(Eagle)	27042	32883	84.26	.34	.46	35707
CHRYSLER	228755	154051	148.49	2.85	2.20	171878
(Laser)	5207	-	-	.06	-	-
(Le Baron)	72122	78852	91.70	.90	1.12	85884
(E/AY/AY 5 AVE)	139892	58887	237.56	1.75	.84	67919
DODGE	325885	270561	120.45	4.07	3.88	302411
(Daytona)	3998	-	-	.05	-	-
(Colt/Vista)	35237	33855	104.08	.44	.48	38577
(Conq/Challngr)	13451	12589	106.85	.17	.18	13651
(Omni)	84382	69816	121.55	1.06	1.00	78172
(Aries)	106745	99111	107.70	1.34	1.43	111648
(Diplomat)	20303	21851	92.92	.25	.31	23160
(Dodge 400/600)	56670	25576	213.99	.71	.38	32025
PLYMOUTH	276734	264292	104.71	3.45	3.78	291189
(Colt/Vista)	31439	32864	95.65	.39	.47	35429
(Conq/Sapporo)	11362	10910	104.14	.14	.16	12241
(Horizon)	81738	74768	109.32	1.02	1.07	82893
(Reliant)	140484	131057	107.19	1.75	1.87	145218
(Gran Fury)	11711	14693	79.70	.15	.21	15410
CHRYSLER CORP.	621374	588904	120.68	10.37	9.86	765478
FORD	923101	802559	115.02	11.52	11.49	889470
(Escort)	312774	336026	93.08	3.91	4.81	367286
(Fairmont)	46537	114823	40.53	.58	1.64	131496
(Tempo)	99428	8	-	1.24	-	8
(Granada)	-	91292	-	-	1.31	95551
(LTD)	252297	115128	219.15	3.15	1.65	137709
(Mustang)	103519	104953	98.63	1.29	1.50	115095
(T'Bird)	108546	40333	269.12	1.35	.58	42244
LINCOLN	87800	76827	114.41	1.10	1.10	87820
(Mark VI & VII)	23412	22784	102.76	.30	.33	25925
MERCURY	355258	285468	124.45	4.43	4.08	316293
(Zephyr)	13288	36985	35.93	.17	.53	41071
(Topaz)	28875	-	-	.36	-	-
(Cougar)	70881	55194	128.42	.88	.79	57340
(Cogr1)	20896	26928	77.60	.26	.39	30162
(Lynx)	77684	98420	78.93	.97	1.40	106789
LINC/MERC. DIV.	443158	362296	122.32	5.53	5.18	404113
FORD MOTOR CO.	1366259	1164855	117.29	17.05	16.67	1293583
BUICK	730350	641519	113.11	9.21	9.18	713871
(Skyhawk)	85242	39188	168.58	.81	.56	44986
(Skylark)	90825	131499	69.07	1.13	1.88	143012
(Century)	129485	82778	156.43	1.82	1.18	86548
(Regal)	207787	202302	102.71	2.59	2.90	221483
(Riviera)	44488	38444	115.72	.56	.55	43099
CADILLAC	259475	212303	122.22	3.24	3.04	240197
(Cimarron)	17384	11407	152.40	.22	.16	13195
(Eldorado)	61814	49424	125.07	.77	.71	55761
(Seville)	28342	20067	141.24	.35	.29	23030
CHEVROLET	1174081	1105033	106.17	14.65	15.81	1222624
(Chevette)	150334	211734	74.78	1.88	3.01	229164
(Celebrity)	147831	82639	178.89	1.84	1.18	95799
(Cavalier)	221483	105079	210.78	2.78	1.50	118110
(Camaro)	150384	155518	101.84	1.98	2.23	173686
(Citation)	84830	108860	50.30	1.06	2.41	184398
(Malibu)	84280	97532	88.41	1.05	1.40	107784
(Corvette)	23284	19528	119.23	.29	.28	21462
(Monte Carlo)	85008	87265	102.91	1.12	1.25	95618
OLDSMOBILE	872159	698684	124.83	10.88	10.00	775702
(Omega)	45504	65878	69.07	.57	.94	71711
(Firenza)	39847	23371	170.50	.50	.33	26810
(Cutlass Ciera)	183660	98120	170.27	2.04	1.38	109942
(Cutlass)	287484	251842	114.15	3.58	3.81	276026
(Toronado)	34388	28967	118.71	.43	.41	32367
PONTIAC	475189	414225	114.72	5.93	5.93	461149
(1000)	31029	44838	69.20	.39	.64	49286
(2000)	78218	50103	156.12	.95	.72	55706
(6000)	78093	44709	176.91	.95	.64	52607
(Phoenix)	22945	43644	52.57	.29	.62	48130
(Bonneville)	74255	86618	111.43	.93	.95	72933
(Firebird)	81322	88437	94.09	1.01	1.25	98114
(Fiero)	10553	-	-	.13	-	-
GEN. MTRS. CORP	3519254	3072444	114.54	43.91	43.88	3413343
Misc. Domestic	594	2318	25.63	.01	.03	2498
Other Import	2127287	1967518	108.12	26.54	28.09	2170733
U. S. TOTAL	8014528	6998855	114.52			7754342

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	19800	7.82	225088	199504	112.83	8.51	9.13
Plymouth	432	.17	7385	9367	78.84	.28	.43
	-	-	-	-	-	-	-
Ford	82770	32.70	839507	656365	127.90	31.75	30.05
Chevrolet	80197	31.67	803778	680925	118.04	30.38	31.17
G.M.C.	20565	8.12	221241	191836	115.33	8.37	8.78
I.H.	4045	1.60	45734	42139	108.53	1.73	1.93
Jeep Truck	8018	3.17	83868	55534	115.01	2.41	2.54
Mack	1122	.44	13482	13780	97.84	.51	.63
Kenworth	845	.33	6868	6692	102.63	.26	.31
Peterbilt	799	.32	7051	5188	136.44	.27	.24
Daimler-Benz Corp.	1278	.50	12451	9182	135.60	.47	.42
Volvo White	610	.24	4878	4148	117.66	.18	.19
Misc.	32724	12.92	393345	309740	126.99	14.87	14.18
U. S. Total	253205		2644686	2184378	121.07		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVWR 33 & OVER
Dodge	135727	89371	-	-	-	-	-	-
(Dodge 1)	86062	65123	-	-	-	-	-	-
Plymouth *	4053	3332	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	300402	505899	-	-	-	9451	16926	6749
(Ford 2)	235347	189899	-	-	-	-	-	-
Chevrolet	438261	334780	10356	-	260	5228	6401	412
(Chev 3)	293488	135783	-	-	-	-	-	-
G.M.C.	97478	102531	620	-	498	5700	8012	6402
(G.M.C. 4)	58540	41762	-	-	-	-	-	-
I.H.	-	-	-	-	-	18072	10311	17351
Jeep Truck	40834	23034	-	-	-	-	-	-
(Jeep 5)	40834	19450	-	-	-	-	-	-
Mack	-	-	-	-	-	1941	868	10673
Kenworth	-	-	-	-	-	-	-	6868
Peterbilt	-	-	-	-	-	-	-	7051
Daimler-Benz Corp.	-	-	-	-	-	1737	848	9866
Volvo White	-	-	-	-	-	-	908	3970
Misc.	385063	6825	6	306	7	-	216	922
Total	1401898	1085772	10982	306	765	42129	44570	70264
1982 Total	1148279	859950	17984	0	1302	40269	50268	66336
1983 vs '82	122.05	123.95	105.67	-	58.76	104.62	88.66	105.92

(None Total)-To be included in GVW 1,2 & 3

1 Includes Raa Vans, Ramcharger, Raa 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are now available
REGISTRATIONS FOR THE STATE OF NEW YORK ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	34275	.43	33855	.48
Dodge Colt Vista SW	962	.01	-	-
Dodge Conquest	376	-	-	-
Dodge Challenger	13075	.16	12589	.18
Plymouth Colt	30633	.38	32864	.47
Plymouth Colt Vista SW	806	.01	-	-
Plymouth Conquest	364	-	-	-
Plymouth Sapporo	10998	.14	10910	.16
Total Domestic Sponsored Imports	91489	1.14	90218	1.29
OTHER IMPORTS				
Isuzu	18448	.23	13419	.19
Nissan	489201	5.85	416018	5.95
Honda	357447	4.46	333861	4.78
Mazda	155372	1.94	144172	2.06
Mercedes-Benz	63954	.80	58449	.84
Renault	31010	.39	33201	.48
Subaru	133484	1.67	127813	1.83
Toyota	490868	6.12	481594	6.88
Volkswagen	127678	1.59	136097	1.95
Volvo	82522	1.03	66870	.96
Others	197305	2.46	156085	2.23
Total Other Imports	2127287	26.54	1967580	28.15
GRAND TOTAL ALL IMPORT CARS	2218776	27.68	2057798	29.44

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	5226	.20	19886	.91
Dodge RAM 50	29360	1.11	29340	1.34
Ford Courier	9109	.34	26046	1.19
Plymouth Arrow	843	.03	4996	.23
Total Domestic Sponsored Imports	44538	1.68	80268	3.67
OTHER IMPORTS				
Isuzu	21032	.80	15176	.69
Nissan	120194	4.54	92803	4.25
Mazda	62199	2.35	33885	1.55
Subaru	5333	.20	5680	.26
Toyota	156110	5.90	134091	6.14
Volkswagen	18044	.68	24749	1.13
Others	8978	.34	2002	.09
Total Other Import Trucks	391888	14.82	308386	14.12
GRAND TOTAL ALL IMPORT TRUCKS	436426	16.50	388654	17.79

NEW DOMESTIC LIGHT TRUCKS
(0-8,500 LBS)

CHEVROLET S10	160433	6.07	155425	7.12
DODGE RAMPAGE	9740	.37	14548	.67
FORD RANGER	184624	6.22	86353	3.95
GMC S15	35701	1.35	33736	1.54

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261848	2397417
*1976	9731485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8463919	2185489
*1982	7754342	2430471

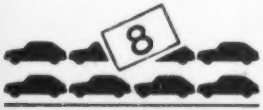
TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.9-83

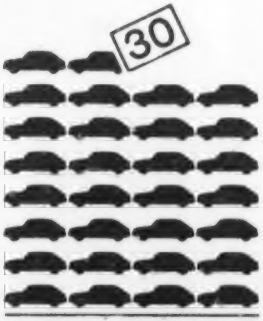
NOVEMBER 1983 ISSUED 01/84

4

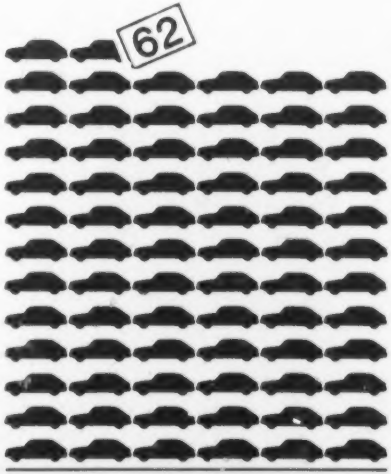
How many new car buyers per 100 households are you getting with your media buys?



ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R·L·POLK & CO.
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